What is claimed is:

1	A method for generating network presentation materials,
2	comprising
3	dynamically generating first presentation materials containing an item; and
4	dynamically generating second presentation materials based on selection of
5	the item in said first presentation materials.
1	2. The method according to claim 1, further comprising:
2	downloading to a client said dynamically generated first and second
3	presentation materials as single a web page.
1	3. The method according to claim 1, wherein the first and second
2	presentation materials are portions of a hypertext markup language (HTML)
3	document.
1	4. The method according to claim 3, wherein the first and second
2	presentation materials are presented by a web browser to a user.
1	5. The method according to claim 1, wherein the first and second
2	presentation materials are recorded in a single computer file.

1	6. The method according to claim 1, wherein said dynamically
2	generating second presentation materials comprises:
3	selecting one of a plurality of presentation portions of a program in
4	response to selection of the tem contained in the first presentation materials; and
5	executing said one of the plurality of presentation portions of the program,
6	thereby dynamically generating said second presentation materials.
1	7. A method for managing internet presentation materials in a single
2	file format for ease of administration while presenting to a requestor only those
3	portions of the file requested, comprising:
4	defining, in a first portion of the file, a first variable equal to first
5	information and a second variable equal to second information;
6	defining, in a second portion of the file, first and second presentation
7	layouts, wherein said first presentation layout includes said first variable and said
8	second presentation layout includes said second variable; and
9	generating a page of presentation material in response to a request for said
10	first information, wherein the page is generated based on the first presentation
11	layout and includes said first information and does not contain said second
12	information.

1	8. The method according to claim 7, wherein said page is a world
2	Wide Web page for display on a web browser.
1	9. The method according to claim 8, wherein said web browser does
2	not support a hypertext markup language (HTML) frame tag.
1	10. The method according to claim 7, where said request includes a
2	uniform resource locator (URL).
1	11. A system for managing internet presentation materials in a single
2	file format for ease of administration while presenting to a requestor only those
3	portions of the file requested, comprising:
4	a server for communicating with a client;
5	a dynamic presentation page generating unit, coupled with said server;
6	a macro program, coupled with said dynamic presentation page generation
7	unit, having first and second presentation material stored therein,
8	wherein said dynamic presentation page generating unit, in response to a
9	message received by said server requesting said first presentation material,
10	generates a page of presentation material based on the macro program, the
11	generated page including said first presentation material and not including said
12	second presentation material

1	12. The system according to claim 11, wherein said dynamic
2	presentation page unit generates said page of presentation material in the form of
3	hypertext markup language (HTML) for presentation on a non-frame-capable web
4	browser.
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1	13. A method for presenting internet information, comprising:
2	receiving a request for presentation of first and second information;
3	generating, in response to the request, a presentation page for presenting
4	information on a browser, the generated page including said first and second
5	information and background information and not including third information,
6	wherein said first information is presented in a first presentation area, said
7	second information is presented in a second information area and said background
8	is uniformly presented in both said first and second presentation areas, wherein
9	said first, second and third information are recorded in a single file.
1	14. The method according to claim 13, wherein said presentation page
2	is a World Wide Web page for display on a web browser.
1	15. The method according to claim 14, wherein said web browser does
2	not support a hypertext markup language (HTML) frame tag.

1	16. The method according to claim 13, where said request includes a
2	uniform resource locator (URL).
1	17. A system for presenting internet information, comprising:
2	a server which receives a request for presentation of first and second
3	information;
4	a computer-readable file including first and second presentation information
5	and background information;
6	a dynamic presentation page/generator generating, in response to the
7	request, a presentation page for presenting information at the client, the generated
8	presentation page including said first and second information and background
9	information,
10	wherein said first information is presented in a first presentation area, said
11	second information is presented in a second information area and said background
12	is decoupled from said first and second information and is uniformly presented in
13	both said first and second presentation areas.
1	18. The system according to claim 17, wherein said first and second
2	information are recorded in a single file.

1	19. The system according to claim 17, wherein said computer-readable
2	file includes third information recorded in the single file, wherein said third
3	information is not included in the presentation page generated by said dynamic
4	presentation page generator.
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1	20. The system according to claim 17 wherein said presentation page is
2	comprised on hypertext markup language (HTML).
1	21. The system according to claim 20, wherein said presentation page is
2	interpreted by a web browser which does not recognize an HTML frame tag.

1	22. A method for using a dynamic presentation page builder,
2	comprising:
3	receiving a request for a one of a plurality of presentation information,
4	based on selection of an item in a list presented to a requestor;
5	causing the dynamic presentation page builder to build, in response to said
6	request, a presentation page including said requested presentation information for
7	display in a first presentation area and said list for display in a second presentation
8	area, wherein said list indicates other selectable items relating to other presentation
9	information; and
10	sending the generated presentation page to a presentation page display unit,
11	for simultaneously displaying said first information in said first presentation area
12	and the list in the second presentation area, thereby continuously maintaining
13	presentation of the list for ease of navigation by the requestor.
1	23. The method according to claim 22, wherein said presentation page
2	is a web page and said presentation display unit is a web browser which does not
3	recognize an HTML frame tag.
1	24. The method according to claim 22, wherein said list is a table of
2	contents identifying presentation information maintained in a single computer-
2	roodable file

1	25. A system for using a dynamic presentation page builder,
2	comprising
3	a computer-readable file having recorded therein first and second
4	presentation information, and being coupled to the dynamic presentation page
5	builder; and
6	a server connected to the dynamic presentation page builder and to a client,
7 ·	said server receiving a request from a client based on selection of an item in said
8	first information presented at the client;
9	wherein said dynamic page builder is controlled by said computer-readable
10	file to generate a presentation page including the first presentation information in a
11	first presentation area and the second presentation information in a second
12	presentation area, whereby a client receiving the generated presentation page
13	simultaneously displays said first and second presentation information.
1	26. The system according to claim 25, wherein said second presentation
2	information is a table of contents listing content recorded in said computer-
3	readable file, whereby the table of contents is displayed substantially continuously
4	at the client whenever an item in the table of contents is selected.

1	27. A computer-readable medium encoded with a computer program,
2	comprising:
3	a definition area having presentation information stored therein, wherein
4	the presentation information defines a presentation layout of the presentation
5	information when displayed on a display unit.
6	a presentation page area having a plurality of presentation definition
7	sections defined therein, wherein in response to a request from a client said
8	presentation information of said definition area is combined with a selected one of
9	the presentation definition sections of said presentation page area to generate a
10	presentation page for display at the client.
15UP	28. The system according to claim 27, wherein said presentation information is stored as a value of a variable.
1	29. The system according to claim 27, wherein a background is stored
2	in the definition area and is combined with the selected presentation definition
3	section for uniform display across the presentation areas displayed on a web
4	browser.
1	30. The system according to claim 27, wherein the display unit is a web
2	browser.

- 31.\ The system according to claim 27, wherein the computer-readable
- 2 program is a web macro.

1